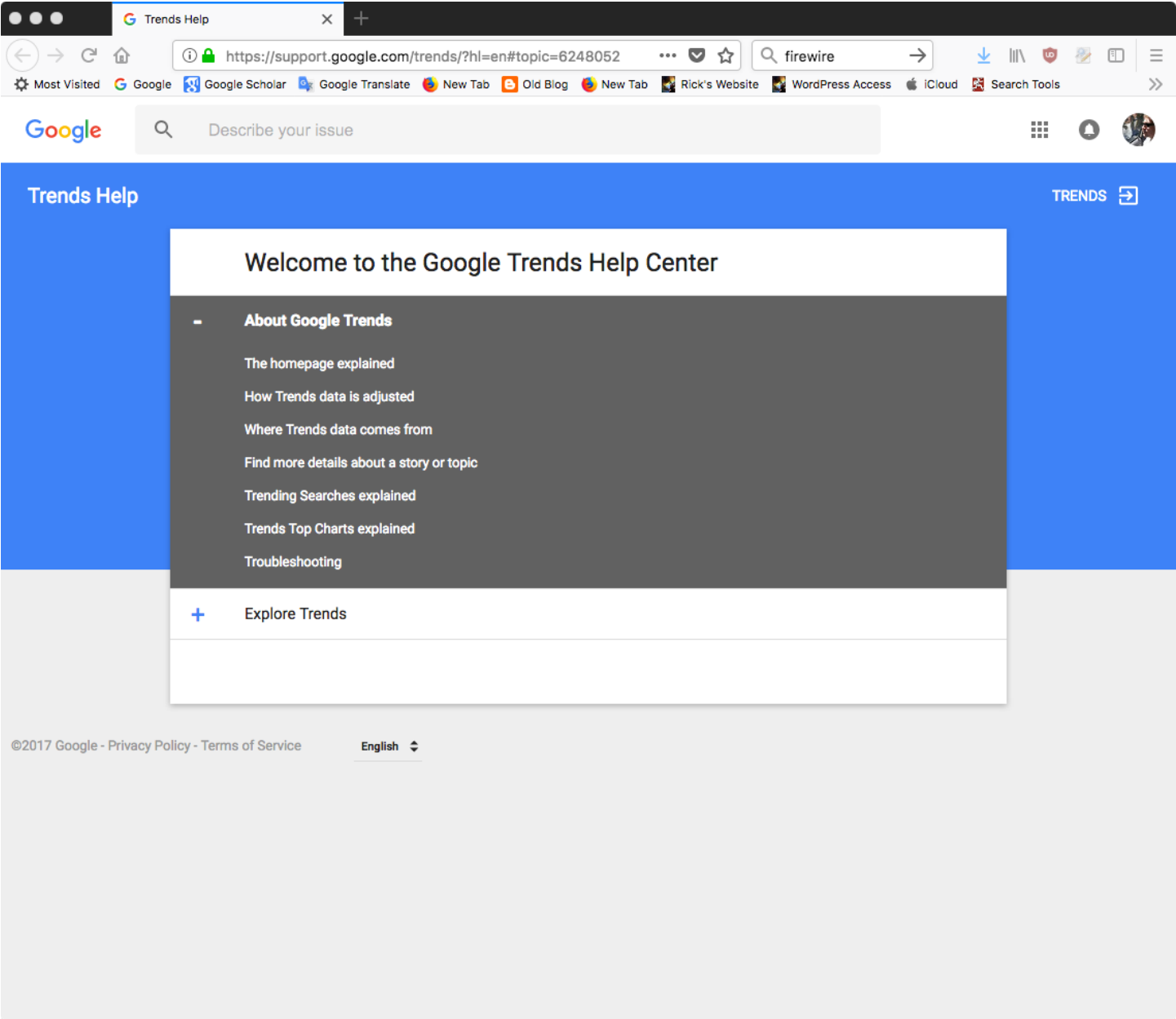


EXHIBIT 1

Google Trends Screenshots



Where Trends data comes from




Google Trends data is an unbiased sample of Google search data. Only a percentage of searches are used to compile Trends data.

- **Real time data** is a random sample of searches from the last seven days.
- **Non-real time data** is a random sample of Google search data that can be pulled from as far back as 2004 and up to 36 hours prior to your search.

Once the search data is collected, we categorize it, connect it to a topic, and remove any personal information.

Data that is excluded

- **Searches made by very few people:** Trends only shows data for popular terms, so search terms with low volume appear as 0.
- **Duplicate searches:** Trends eliminates repeated searches from the same person over a short period of time.
- **Special characters:** Trends filters out queries with apostrophes and other special characters.

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- How Trends data is adjusted
- Where Trends data comes from**
- Find more details about a story or topic
- Trending Searches explained
- Trends Top Charts explained
- Troubleshooting

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Google Troubleshooting - Trends Help X +

https://support.google.com/trends/answer/4359078?hl=en firewire

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Describe your issue

Troubleshooting

If you don't get the results you're looking for, you can try using different search criteria.

See top searches and rising searches.

Top searches and rising searches are only available for dates that are at least a week in the past.

Example: If today is July 4, 2016, your starting search date must be on or before June 27, 2016.

Get graphs of the data.

When a search term doesn't have enough total Google Search queries, Trends can't create graphs. Retry your search using one or more of these options:

- Use fewer search terms
- Check your search term spelling
- Expand your date range

See an "Interest over time" graph when comparing search terms.

To compare search terms over time, use the same length of time for each search term.

Examples:




- You can compare "search term a" for 2014 to "search term b" for 2015.
- You can't compare "search term a" for 2014 to "search term b" for July 2015.

See an "Interest by region" map when comparing search terms.

To compare search terms over time by location, select the same location for all terms.

Examples:

- You can compare "search term a" to "search term b" in India for the past 5 years.
- You can't compare "search term a" in India to "Search term b" in Russia for the past 5 years.

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Google Trends Help

Explore results by region - Trends

https://support.google.com/trends/answer/4355212?firewire

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Describe your issue

Trends Help

Explore results by region

When you search for a term in Google Trends, you'll see a map of the world showing areas where your term is popular. Darker shades indicate where your term has a higher probability of being searched.

If you compare search terms, you'll see a map of the world shaded according to the term's popularity. Search term popularity is relative to the total number of Google searches performed at that time, in that location.

Get more information about a region

Hover over a region to get more details on search volume in that region. To the right of the map, you'll also see a list of regions or cities ranked according to the term's popularity.

Metros

Metros are geographical areas that generally correspond to metropolitan areas. Currently, Google Trends only provides metros for some countries.

1. Open [Google Trends](#).
2. Enter a search term like **android**.
3. In the "Regional interest" section, click the United States on the map.
4. Click a state on the map.
5. Click a metro area on the map.

If a region on the map isn't highlighted, that doesn't mean there's no interest. Google Trends data is adjusted, so the term may be used in that region, but it's more popular in other regions.

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Help

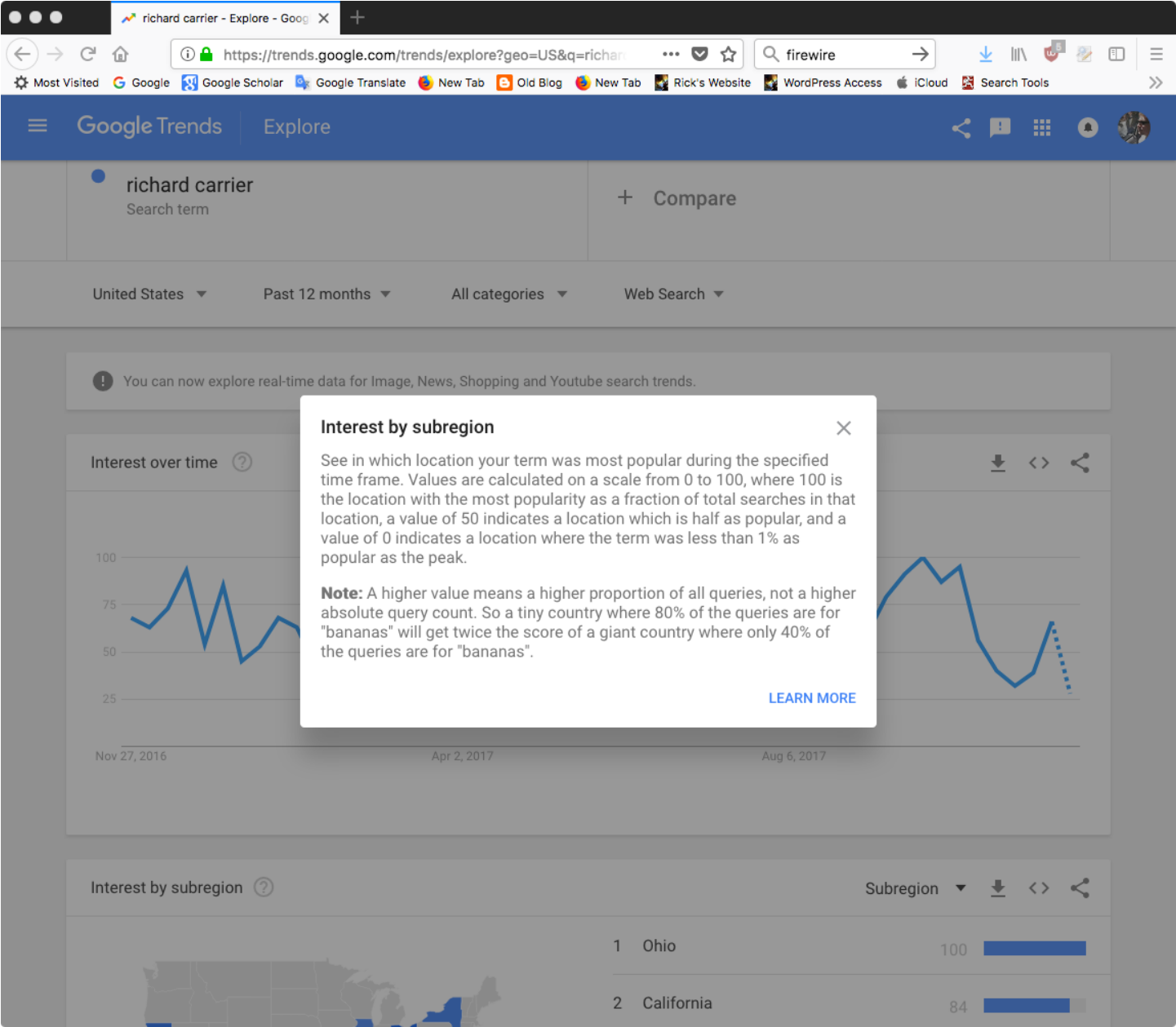
- Compare Trends search terms
- Explore results by region**
- Find related searches
- Export, embed, and cite Trends data
- Refine Trends results by category
- Search tips for Trends

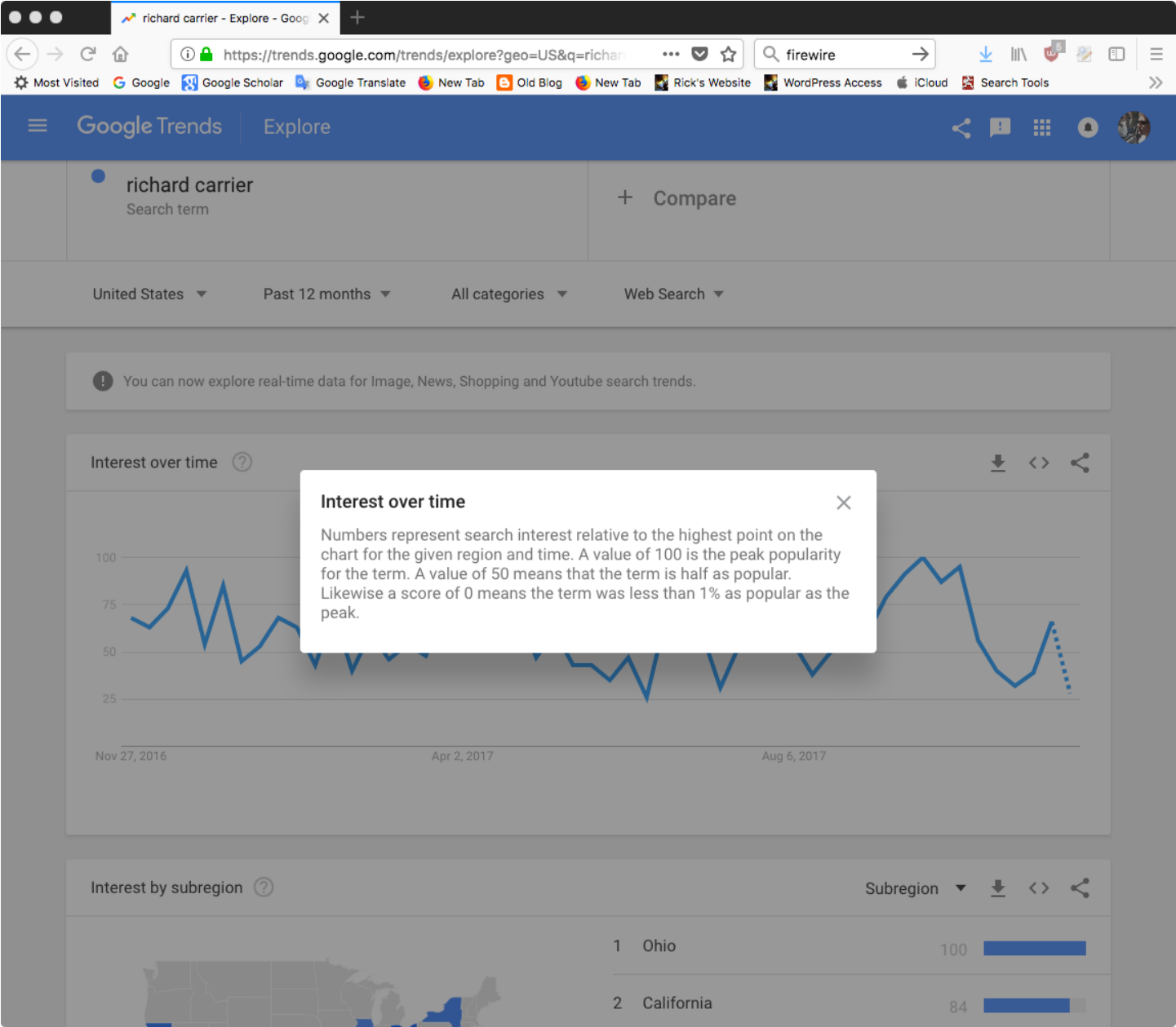
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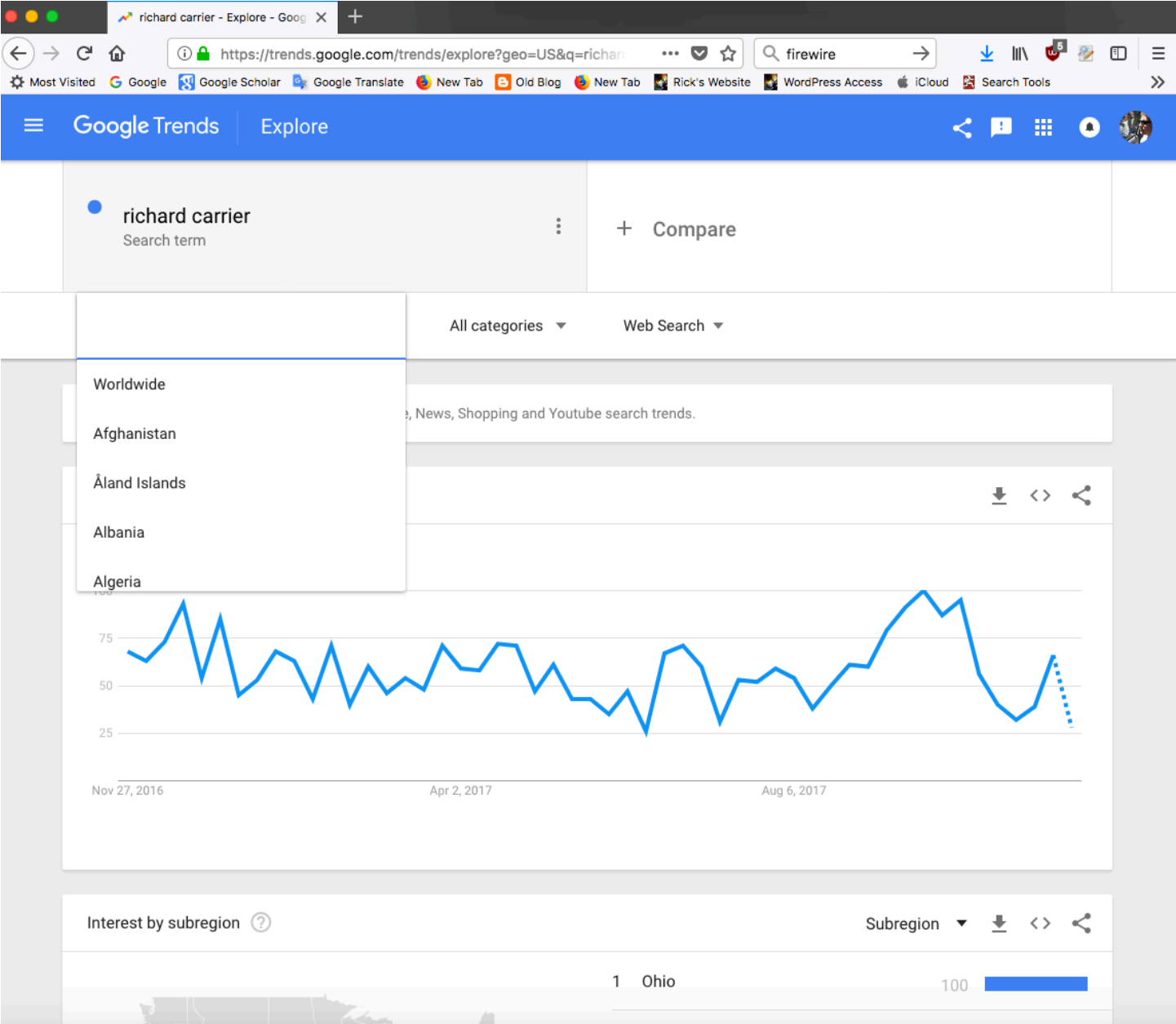
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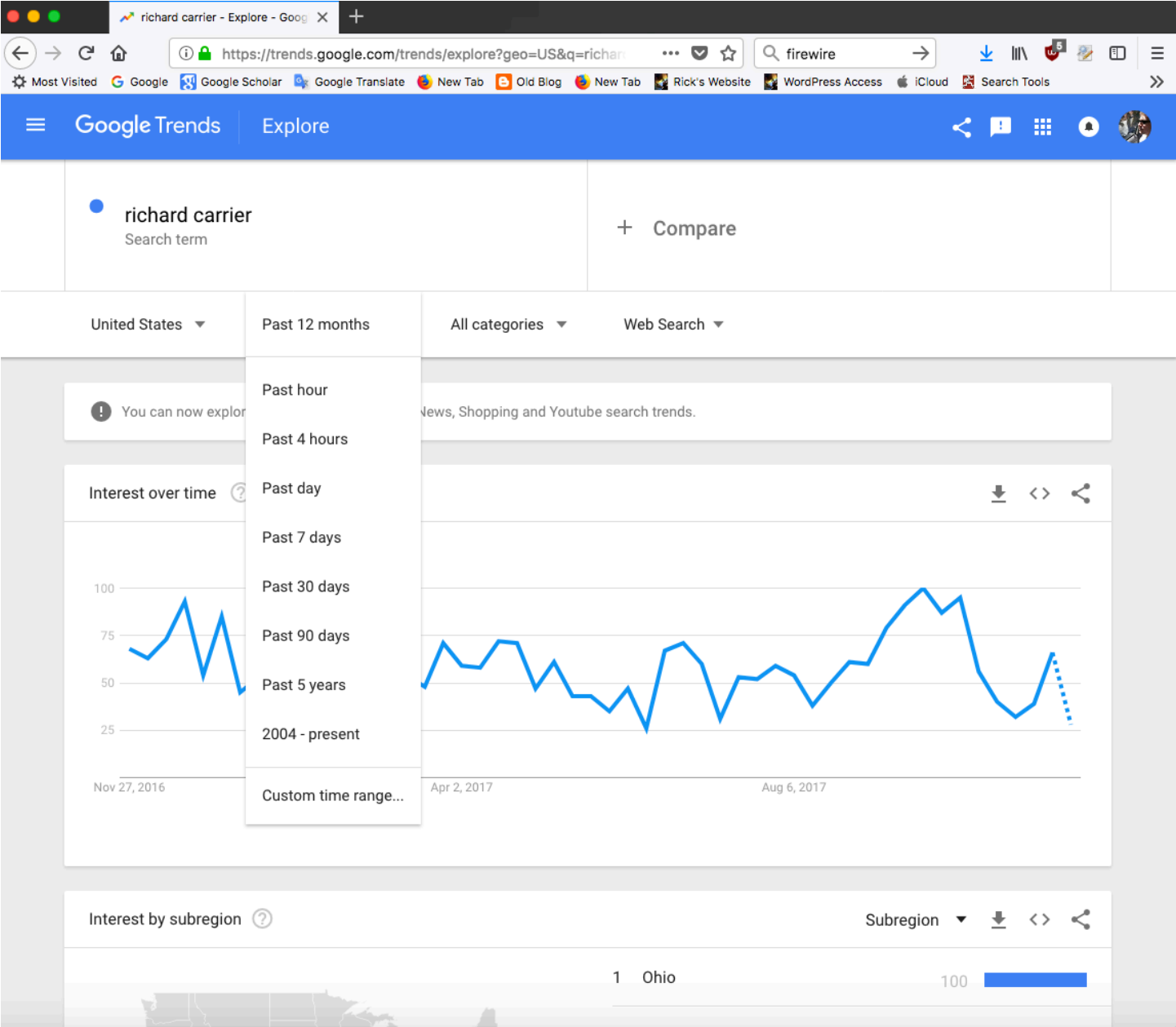
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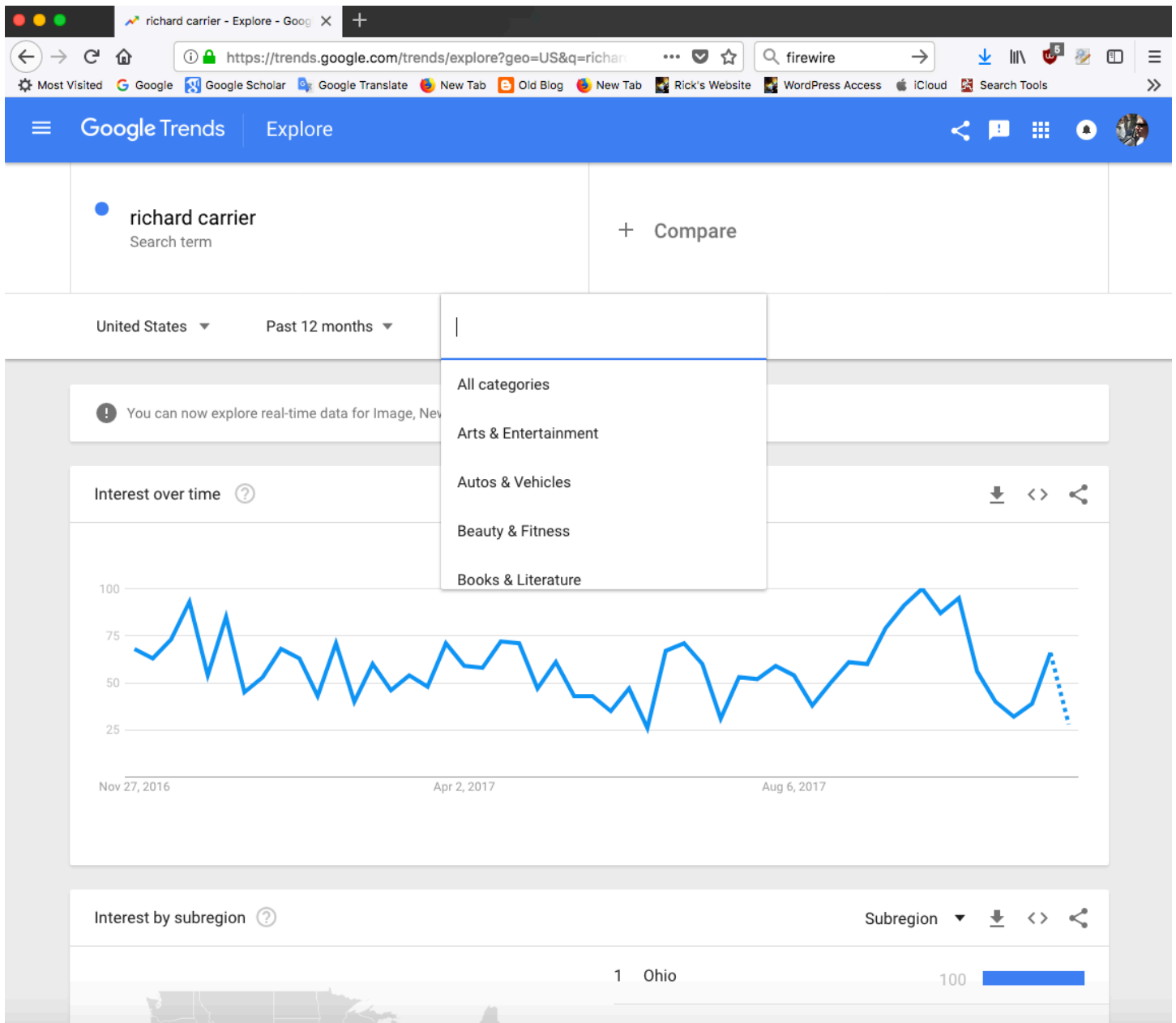
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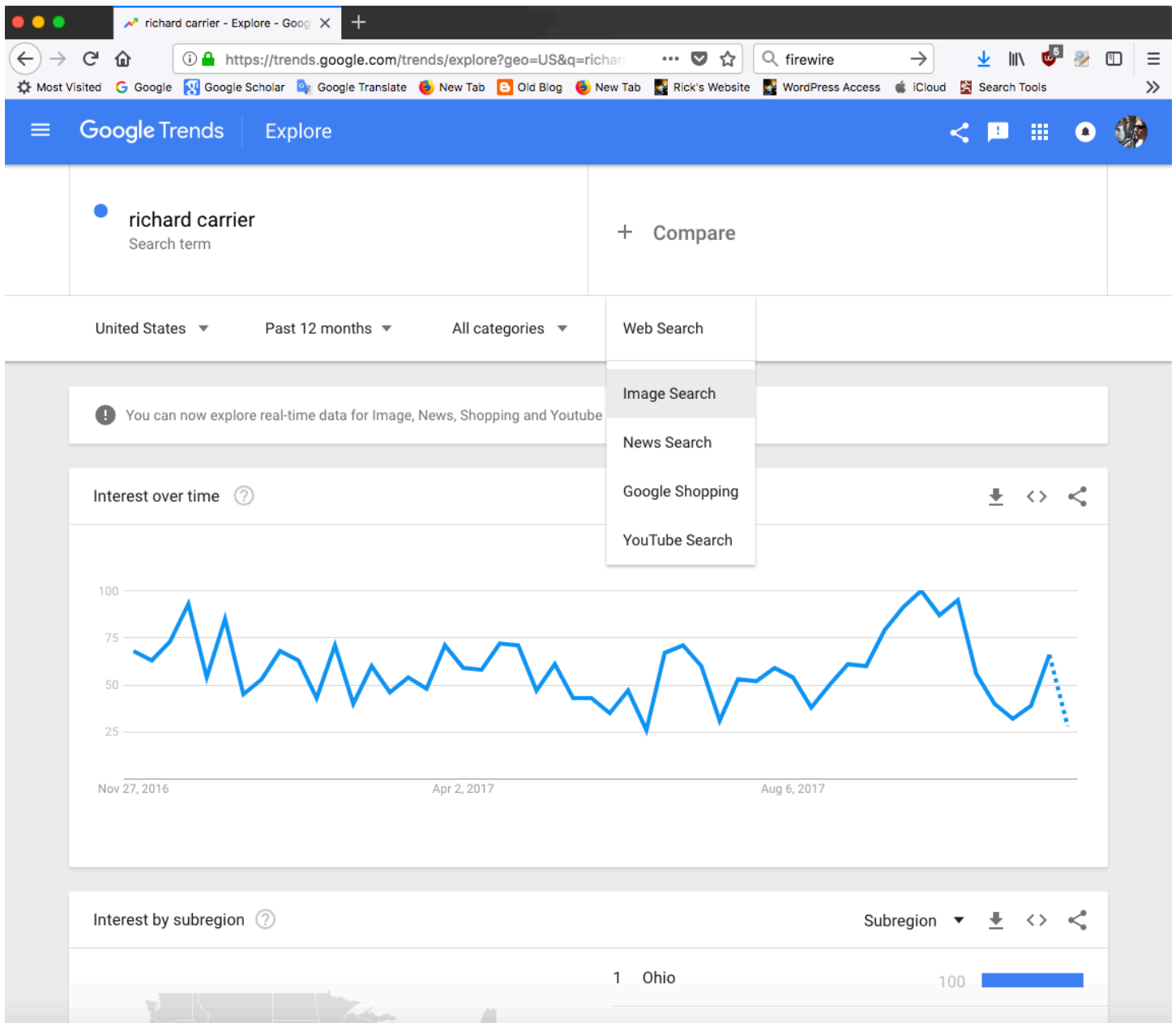


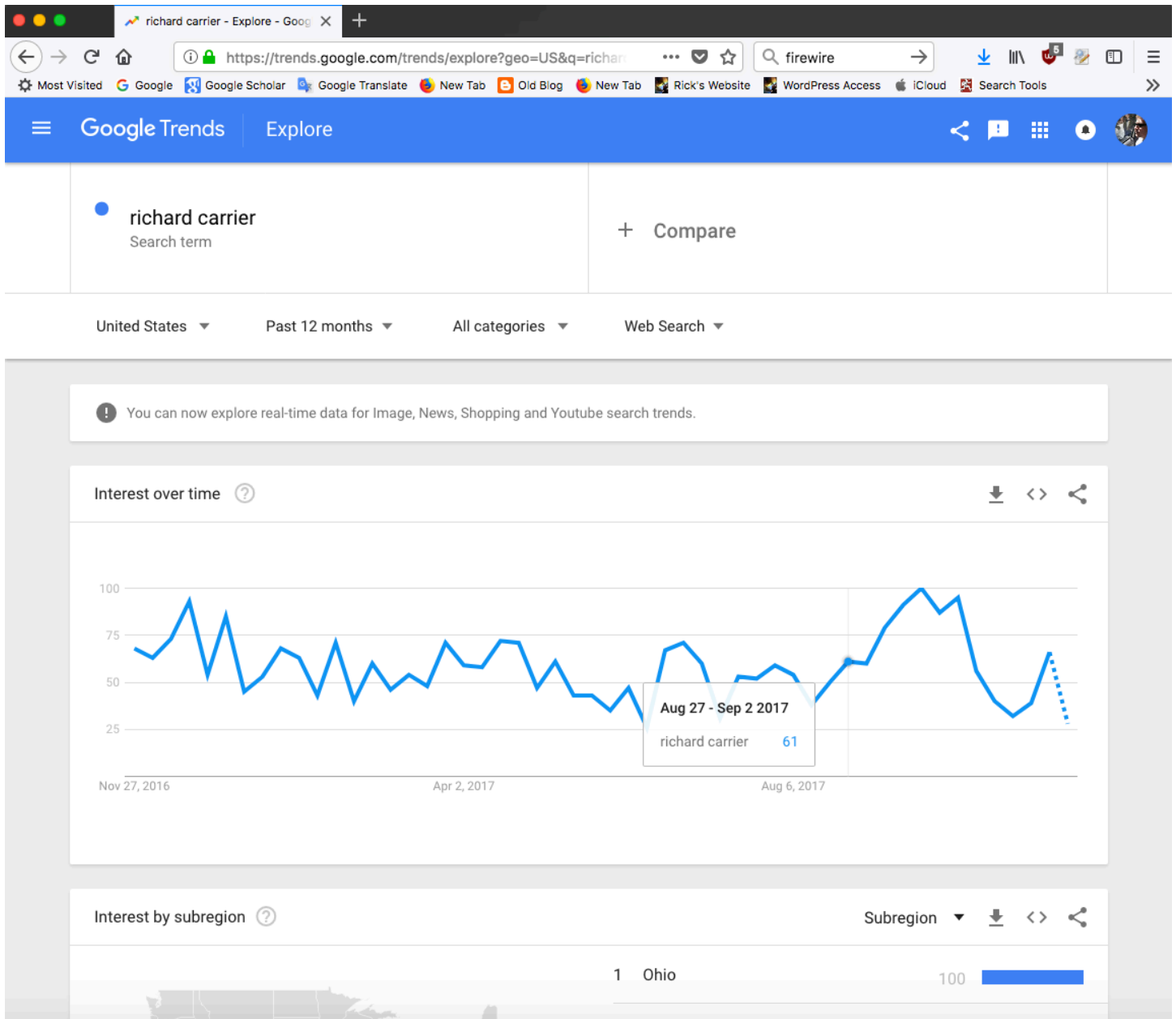


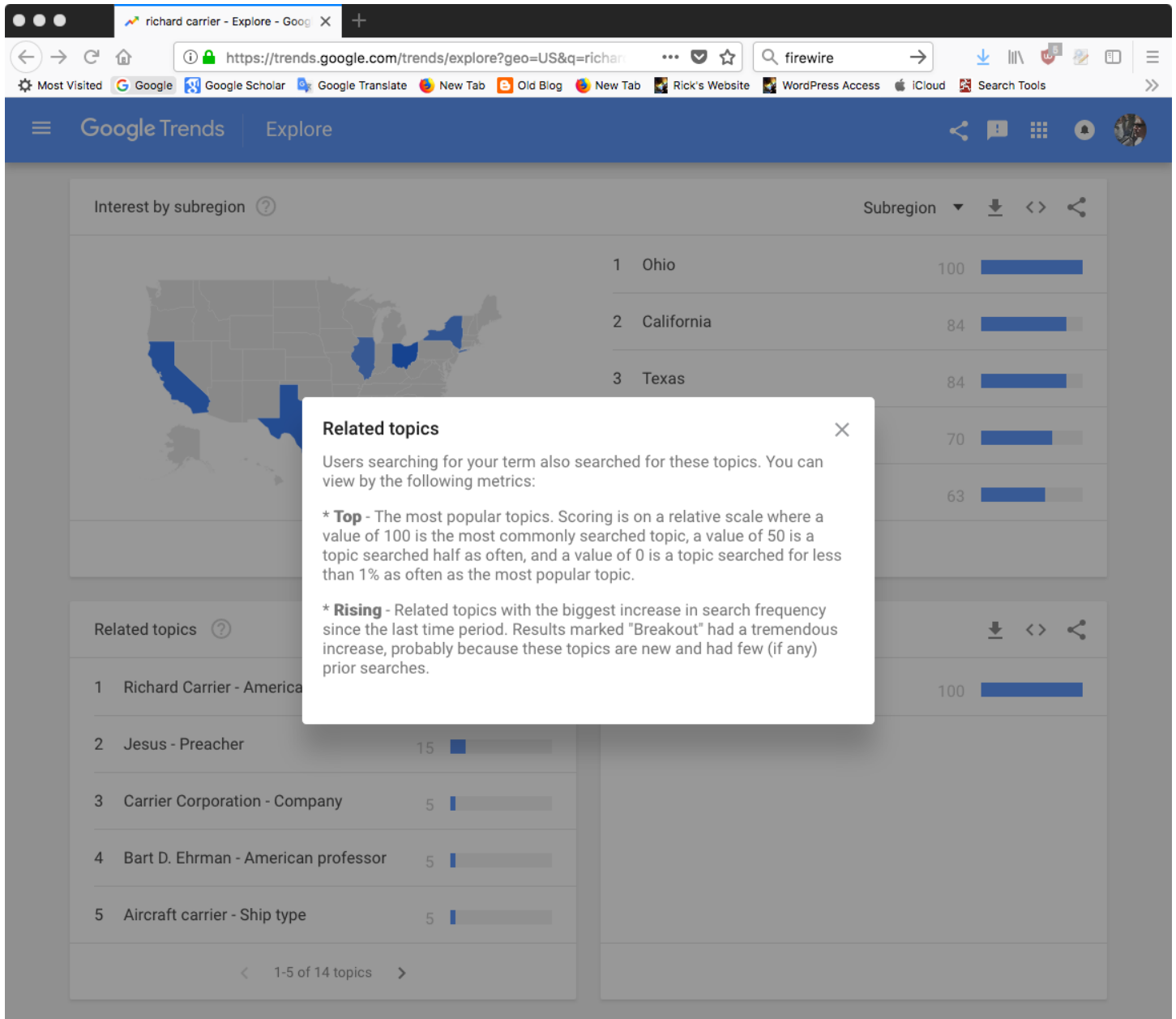


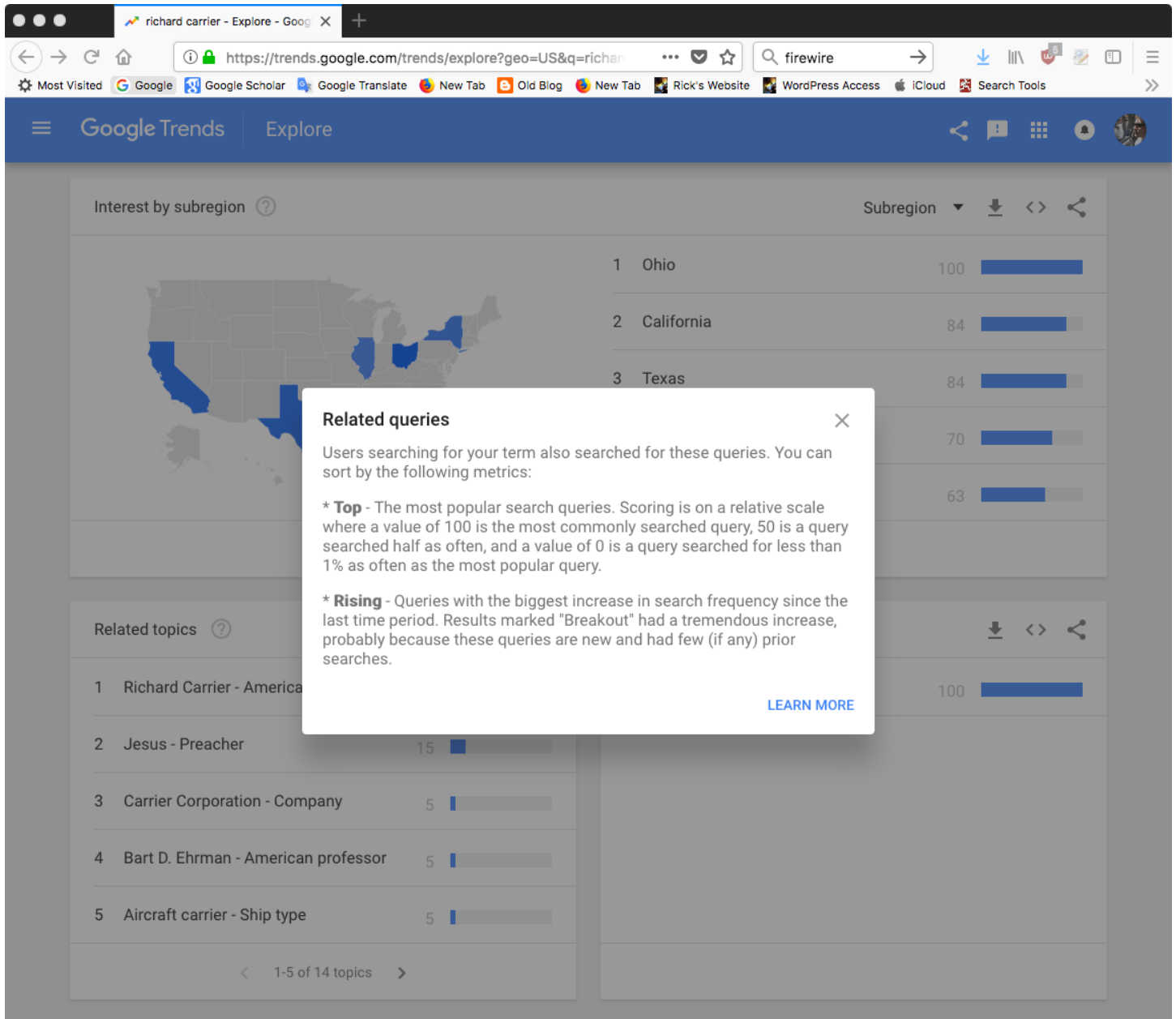


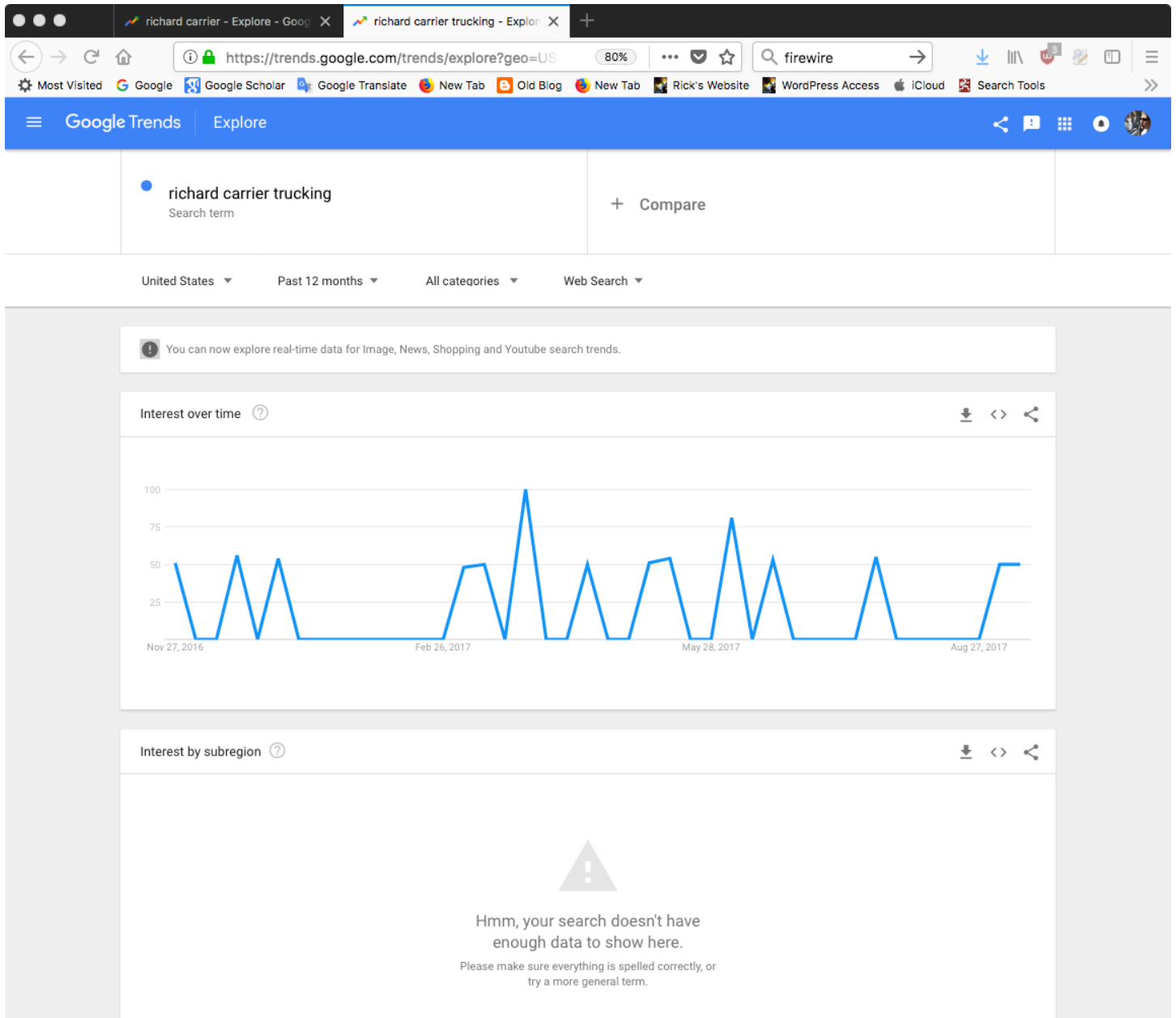


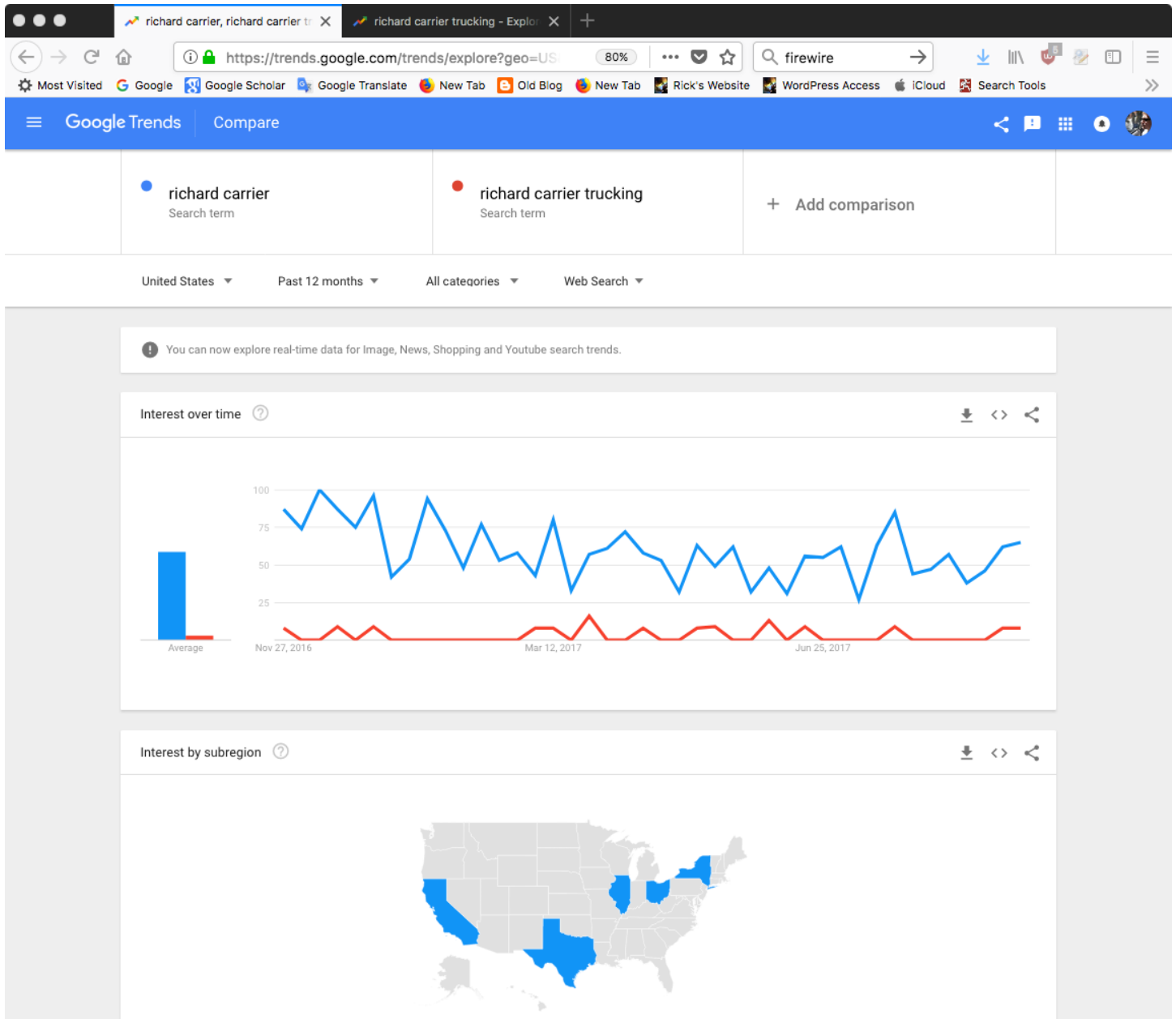


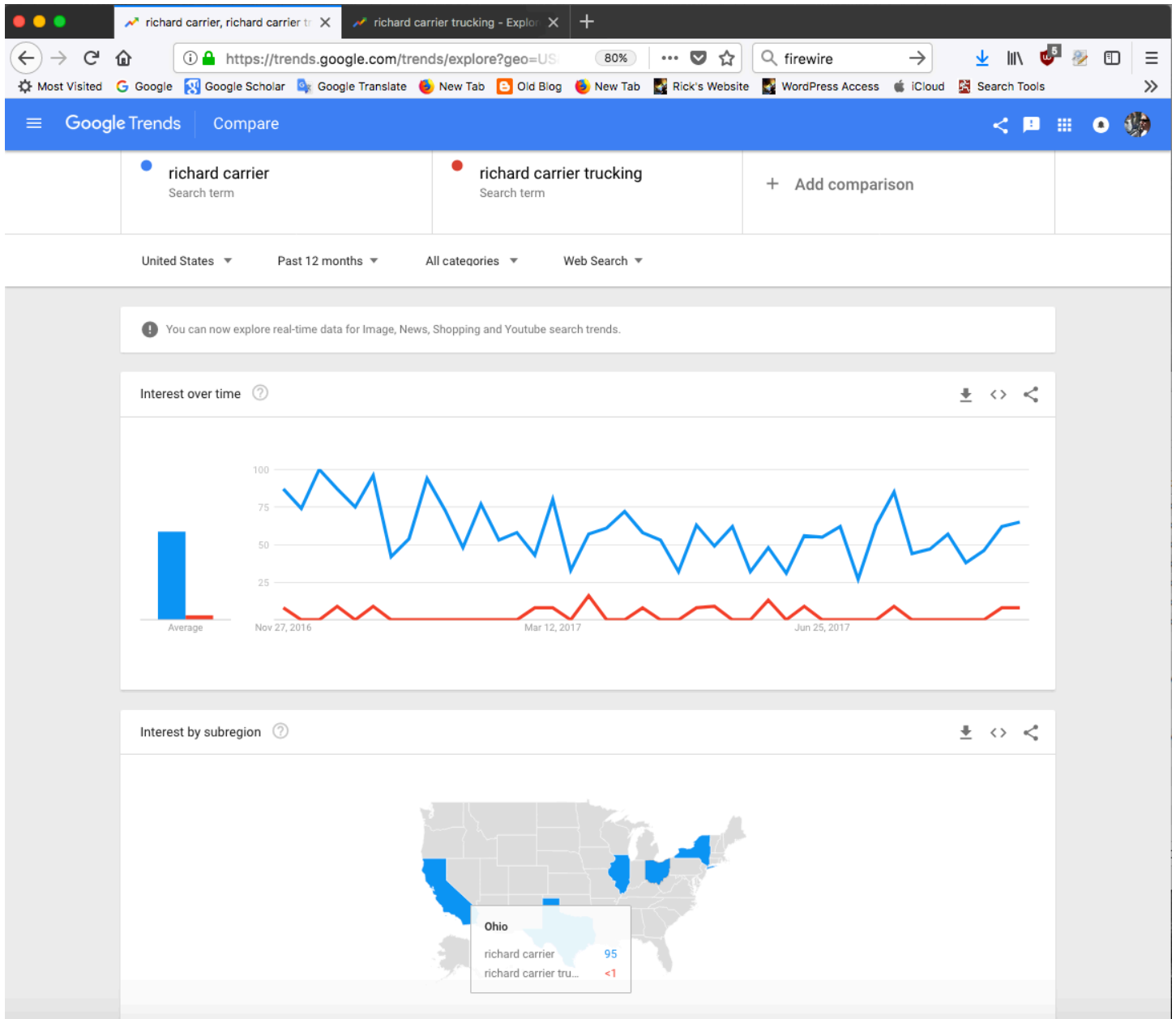


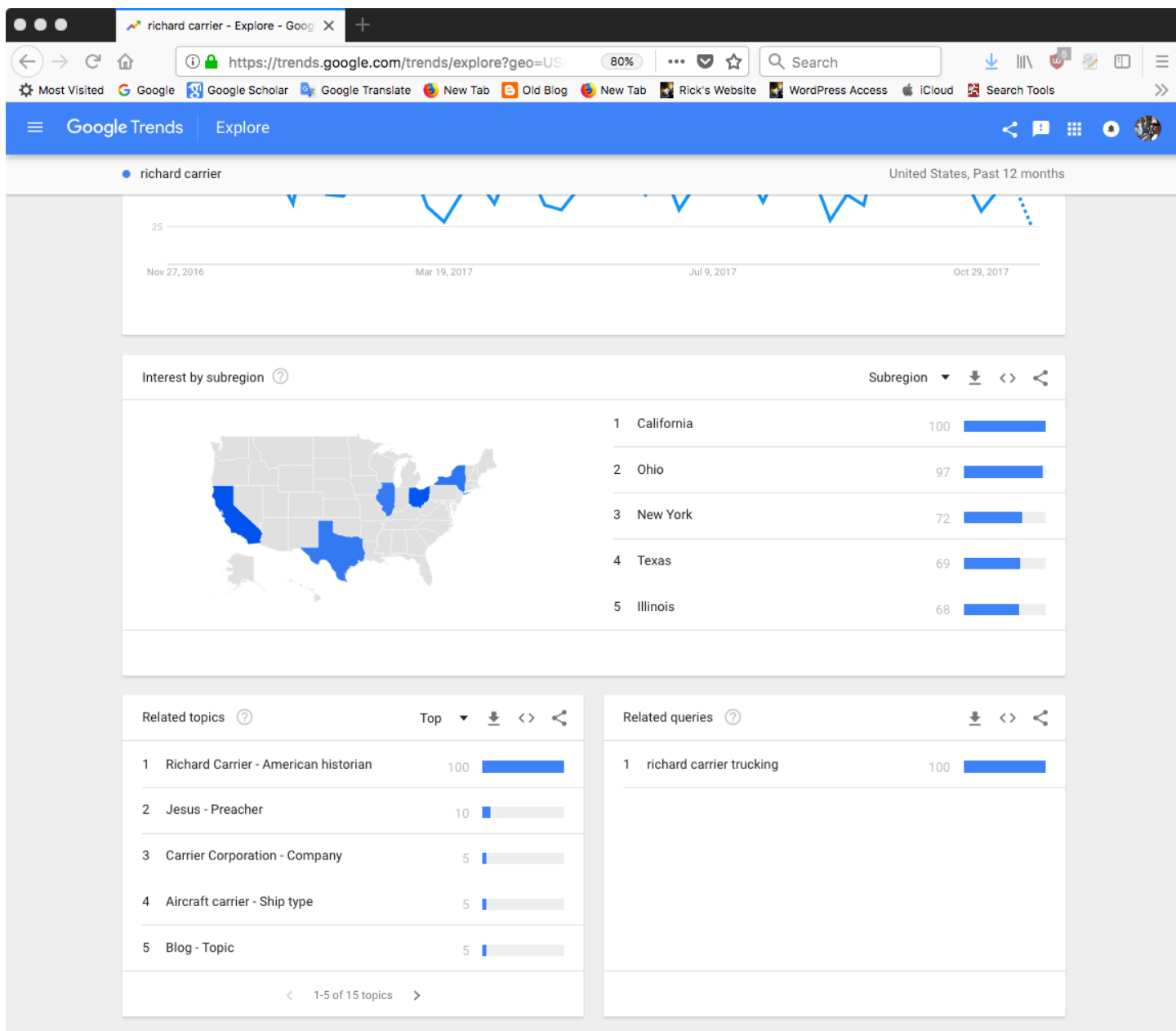


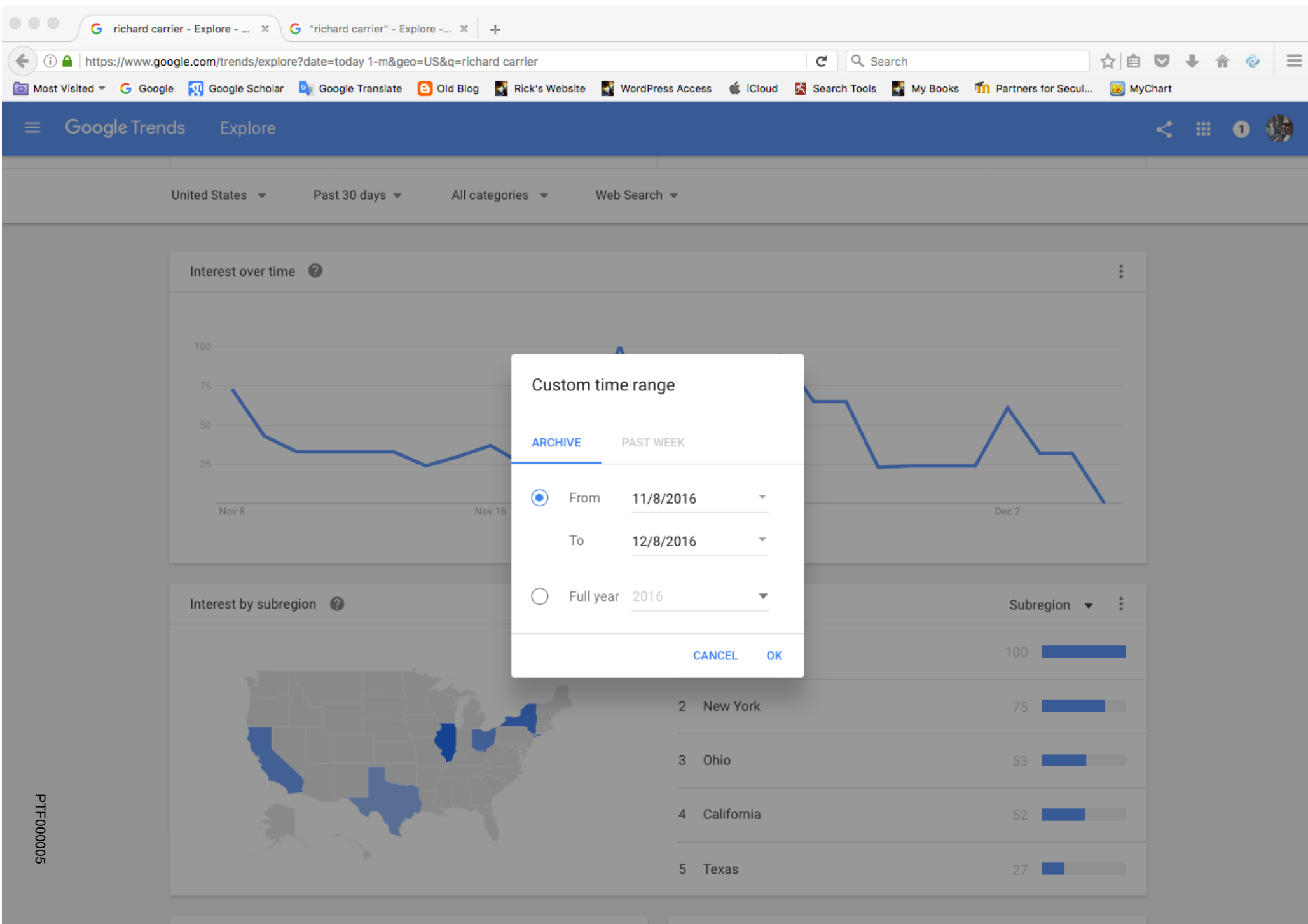












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